

Milo launches Malaysia Breakfast Day

Ho Hau Chieh (second from right) says Malaysia Breakfast Day is going to be the **biggest breakfast event** of the year. With him are (from left) Nestle Products Sdn Bhd nutritionist Nurul Iliani Ahmad, consumer marketing manager Ng Su Yen and senior brand manager from the milo, coffee and beverages business unit Ivy Tan Link Cheh. Pic by Che Rani Che Din



KUALA LUMPUR: Milo recently launched its Malaysia Breakfast Day (MBD) campaign which is part of its ongoing nationwide The Milo Breakfast Movement (TMBM).

The campaign aims to raise awareness on the importance of having breakfast. The chocolate malt beverage calls on Malaysians to join in a mass pledge to adopt the breakfast habit for a healthier and balanced lifestyle.

Nestle Products Sdn Bhd dairy business unit executive director Ho Hau Chieh said MBD was going to be the biggest breakfast event of the year and the climax to the series of TMBM initiatives.

"The feedback that we received from the 2012 Milo Nutrition Movement Campaign has been phenom-

enal as more and more Malaysians have begun to take action and joined us in our rally to reinforce the breakfast message," he said.

This year's MBD will take place at Universiti Putra Malaysia (UPM) on May 5. Admission free.

The public can take part in The Milo Breakfast Run. It is one of Milo's initiatives to support participants who want to live a healthy lifestyle. Milo will give away 20,000 free breakfast packs.

Milo will lead a record-breaking attempt in the *Guinness World Book of Records* with the "most chocolate malt beverages consumed in a single breakfast sitting".

For details, visit www.milo.com.my/breakfast. By Farhana Syed Nokman